

# INTEGRATED MARKETING COMMUNICATIONS PROGRAM DESIGN OF SMALL AND MEDIUM ENTERPRISES FOR ABON JANTUNG PISANG PRODUCTS "Ibu Tintin " USING BENCHMARKING APPROACH

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## Abstract

Ibu Tintin SME is the only SME in the area Pangalengan which makes preparations of banana, to sell products Abon Jantung Pisang need to be introduced in advance of the product advantages, Ibu Tintin has been promoting its products by following exhibitions conducted by Government Pangalengan or exhibition held by the Government of West Java, this study uses a benchmarking approach against other SMEs that have successfully promoted their products. Benchmarking in marketing communications have used another SME that has been successful, based on the results of benchmarking is done, a marketing communications tool that can be used by UKM Ibu Tintin consists of two forms, namely developing packaging designs and utilizing social media. Designed packaging consists of elements and graphic design, size and shape, the information on the packaging, and material type. The conclusion from this study is the Ibu Tintin SMEs can make improvements marketing communications and packaging and optimally utilize social media in accordance with the content that has been designed to inform the product to a new market segment, making potential customers aware of the existence of potential product offerings, increase brand awareness of consumers, influence consumer purchase decisions, and ultimately purchase products offered on an ongoing basis.

**Keywords:** SMEs, benchmarking, marketing communications, packaging, social media

## 1. Introduction

Small and Medium Enterprises is one of the economic actors who have a role, position and significant potential in the Indonesian economy because of the nature of SMEs are more flexible in the face and adapt to market changes and has a role in job creation because SMEs can create jobs and investment it takes not too big [1].

Ibu Tintin SMEs is the only SME in the area Pangalengan which makes preparations of banana, to sell products Abon Jantung Pisang required in advance of the introduction of the product and the product excellence, Ibu Tintin as SME owner has been promoting its products by following expo- exhibition conducted by Cikalong districts or exhibition conducted by the government of West Java, from the exhibition Ibu Tintin introduce Abon Jantung Pisang advantages in terms of the product so that consumers are finding these products can be tried directly and cooperate sale Abon Jantung Pisang, by way of the Abon Jantung Pisang products spread by word of mouth, from the turnover results seen monthly sales turnover is shown in Figure 1.



Figure 1 Data Sales Abon Jantung Pisang 2014

Based on these problems further research is needed to formulate an integrated communications plan in order to achieve the target Ibu Tintin SME. In this study used a benchmarking approach to SMEs that have been successful

in marketing their products. the purpose of this study is to formulate an integrated marketing communications plan that is feasible and can be implemented by Ibu Tintin SME.

## 2. Research Model

In the following conceptual model can be seen in the relationship between the variables used in this study. The conceptual model of this research can be seen in Figure 2.

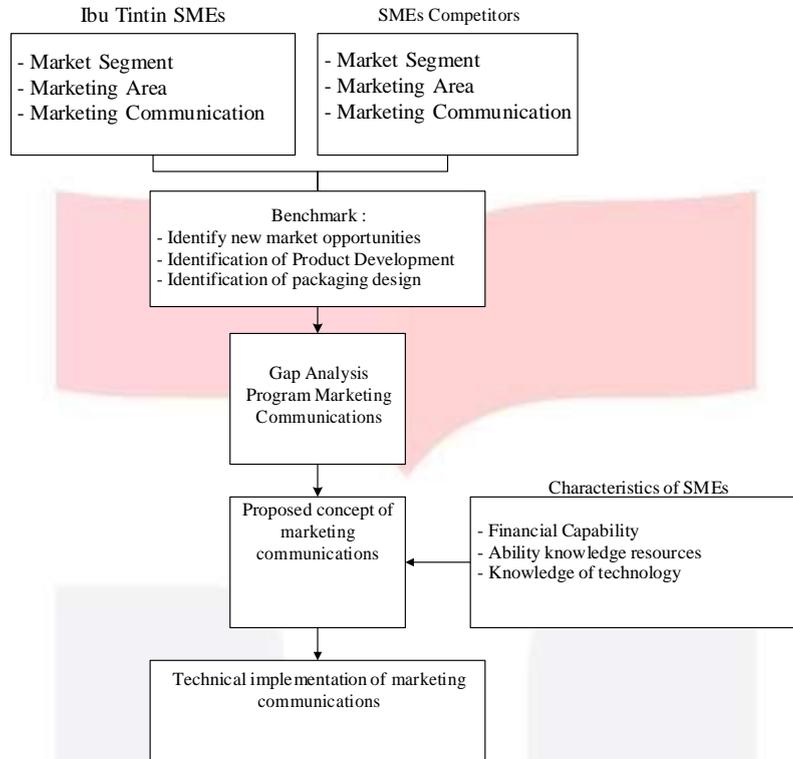


Figure 2 Conceptual Model

The conceptual model in Figure 2 describes the mindset of looking at and solving the problems that exist. To be able to merumuskan a marketing communication plan in Abon Jnatung Pisang products are viable and can be implemented, there should be an analysis of the advantages and disadvantages of marketing communications programs conducted by UKM Ibu Tintin at this time. Results of analysis of the existing marketing communications program Tintin mother SMEs will be compared with the advantages and disadvantages of marketing communications programs conducted by SMEs has been a successful competitor.

### 2.1 Marketing Communications

Marketing communications is a means used by the company in an attempt to inform, persuade, and remind consumers-directly or indirectly regarding the products and brands they sell [2] A study conducted on 120 respondents found that packaging with an attractive logo, color packaging which looks bright and package sizes appropriate to the weight of the product provides a positive influence on the decision process the purchase of a product [3]. Moreover, the packaging that has appeal in terms of color and images, easy to carry, and different from competitors' products is also a characteristic that is expected by consumers [4].

### 2.2 Benchmarking

Benchmarking is the practice of comparing products and services with competitors that have been used for decades [5]. Benchmarking is defined as the process of finding and implementing the best practices that lead to superior performance [6]. In addition, there is a significant and positive influence between benchmarking against competitive advantage. Then competing firms would create competitive advantage [7]. Step in benchmarking is :

1. Identify who will be in the benchmark
2. Identify which companies will be the benchmark

3. Finding data sources and collect data
4. Analyzing the difference (gap)
5. Projection of future performance
6. The communication of the findings of benchmark
7. Determine the functional purpose
8. Develop a plan of action
9. Implement the plan and oversee the implementation results
10. Verify the results of benchmark

In the 10-step process of benchmarking will be done six steps because the study was not until the implementation stage. Broadly speaking, involves determining what will be done benchmark then determine the company that will be used as a comparison and data collection after the data obtained will be analyzed to find the gap between the existing company to company benchmark after which it will be determined plan of action to the existing companies to improve performance.

### 2.3 Comparative analysis of the SMEs Kitchen Sehati

Table 1 Differences Ibu Tintin SMEs and Dapur Sehati SMEs

Description	SMEs	
	Ibu Tintin SMEs	Dapur Sehati SMEs
Target Markets	Lower middle class	Lower middle class
The average turnover per month	7 milion rupiah	40 milion rupiah
Areas of marketing	Pangalengan	across Indonesia
Marketing Communications	Simple packaging, word of mouth and exhibitions.	Packaging which has been designed by experts parts packaging, public relations, sales promotion, brochures, exhibition, distribution agents and resellers, and internet marketing.

Based on Table 1, it can be seen that the difference in the marketing communication process Abon Banana Heart SMEs and SME Kitchen Sehati located at:

- a. The average monthly turnover of SMEs and SME Kitchen Mother Tintin Sehati can be seen there is a gap between them. Mother SMEs Tintin only 7 million per month, while SMEs Kitchen Sehati 40 million per month. This gap occurs because of differences in marketing communications conducted Sehati kitchen SMEs and SME Ibu Tintin
- b. Marketing communications that do SMEs kitchen Sehati by promoting products through many ways, whereas SMEs Banana Heart Shredded use word of mouth and exhibit only.
- c. UKM Ibu Tintin marketing area only in the area Pangalengan, while SMEs Kitchen Sehati already market their products throughout Indonesia.
- d. Abon Jantung Pisang packaging only using sticker, whereas SMEs Kitchen Sehati using stickers with information about their products.

## 2.4 Gap Analysis of Marketing Strategy

Table 2 Gap Analysis Marketing Strategy

Description	SMEs		
	Ibu Tintin SMEs	Dapur Sehati SMEs	Gap
Target Markets	Kelas menengah ke bawah	Kelas menengah atas	Ibu Tintin SMEs targets market has not grabbed the upper middle class market
The average turnover per month	7 million rupiah	40 million rupiah	The average turnover of Ibu Tintin SEs is still relatively small compared with Dapur Sehati Sehati SMEs
Areas of marketing	Pangalengan	across Indonesia	marketing area Dapur Sehati broader because it can reach all Indonesia

Based on Table 2, it can be seen that there is a Gap marketing strategies Ibu Tintin SMEs and Dapur Sehati SMEs located at:

- The target market is SMEs kitchen Sehati middle and upper class because SMEs kitchen accord has been successfully used social media to promote their products to the middle class and above.
- The average monthly turnover of Ibu Tintin SMEs and Dapur Sehati SMEs can be seen there is a gap between them. Ibu Tintin SMEs only 7 million per month, while Dapur Sehati 40 million per month. This gap occurs because of differences in marketing communications conducted Dapur Sehati SMEs and Ibu Tintin SMEs
- Marketing Area of Abon Jantung Pisang only in Pangalengan, while Dapur Sehati has been marketing products throughout Indonesia use social media so that it can reach all areas in Indonesia..

## 2.5 Analysis of Gap Marketing Communications

Table 3 Gap Analysis Program Marketing Communications

Benchmark component	Ibu Tintin SMEs	Dapur Sehati SMEs	Gap
Packaging	simple	Already perform packaging design based on expert packaging	Packaging used by Dapur Sehati accord much better because it has designed the packaging experts, whereas Ibu Tintin SMEs has not designing the packaging.
Internet Marketing	-	Using Facebook, Twitter and website	Ibu Tintin SMEs has not utilizing interactive marketing, while SMEs Kitchen Sehati already using nteractive marketing.

Based on Table 3, the gap in the marketing communication program between Ibu Tintin SMEs and Dapur Sehati SMEs, are:

### a. Packaging

Packaging used by Ibu Tintin SMEs is still very simple and less attractive according to the results of a preliminary survey of the existing packaging. Ibu Tintin SMEs do not have a logo that can be the identity of the product. For packaging Dapur Sehati SMEs been specially designed by designers who are experts and understand the aesthetics and packaging.

## b. Internet Marketing

Ibu Tintin SMEs have not yet implemented interactive marketing as a marketing komunikasi program, while the Dapur Sehati SMEs, own social media accounts such as facebook and use the website.

### 3. Data Processing

Marketing communications is a means used by the company in an attempt to inform, persuade, and remind consumers-directly or indirectly regarding the products and brands they sell. Formulation of marketing communications for small and medium enterprises will be designed in accordance with the available resources of Ibu Tintin SMEs based analysis has been done.

#### 3.1 Social Media

Social media can be used Ibu Tintin SMEs to marketing communications is Facebook and Twitter, because the number of users of the two social media is quite high and does not require the cost to make it. Ibu Tintin SMEs can do the integration by using both social media. So that the information submitted attract consumers and increase reading interest, you should use the photos and videos in the present it. To raise the number of customers through social media content tentunya required draft is passed to meningkatkan sales based on the content provided on social media, content design done for Ibu Tintin SMEs shown in Figure 4

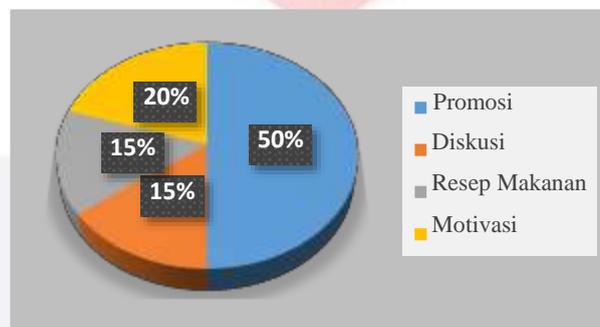


Figure 4 Social Media Content

Based on Figure 4, can be seen in communication through social media where social media content used was 50% for the content communicates that this design is based on the results of benchmarking of Dapur Sehati where the appropriate content to display is larger, which are promotional and product information for Abon Jantung Pisang is a new product that has not been sold wherever so necessary information regarding the efficacy of Abon Jantung Pisang combined with the promotion, then that needs to be considered also is the motivation that is equal to 20% because Facebook users like the words of motivation where the motivation is done can provide brand awareness about the SMEs so that motivation is given proportion of about 20%, further to discussions and recipes each get proportion of about 15% where the content of discussion today is very desirable because customers can interact directly with the SME

#### 3.1.2 Facebook

Facebook is a social media more appropriate for Ibu Tintin SMEs adapted in marketing communications. On the use of Facebook as a marketing communication media, Ibu Tintin SMEs fans can take advantage of the features offered by the facebook page. In this feature will automatically update every post made to the Ibu Tintin SMEs Likers / followers who already gives Like and to follow the Ibu Tintin SMEs fans page. In order to increase the number of Likes and followers, Ibu Tintin SMEs can use service features promote page. This feature will promote Ibu Tintin SMEs fan page according to the number of diinginkan and agreed in advance when registering to use the service promote page. This feature will be charged depending on the number of Likes and followers desired targets and tailored to the capabilities of Ibu Tintin SMEs costs for marketing communications [8].

#### 3.1.3 Twitter

Twitter as well as Facebook, which has many users, so it can be easy to find a candidate from among its potential consumers. Marketing using Twitter easier to be applied by anyone, since no provision is difficult for users. It thus

should be a good opportunity for Ibu Tintin SMEs to market their products using Twitter. In marketing the product via Twitter there are several ways that can be done by the user [9] such as:

1. Make it a tweet as a personal message,
2. Be ourselves,
3. Do not just include a link to the sales,
4. Listen follower, and
5. Use language that is short, dense, polite and clear.

### 3.2 Packaging

Packaging design of Abon Jantung Pisang product assisted by the company which has a professional that is Rumah Kemasan which makes packaging for SMEs and food companies. Abon Jantung Pisang packaging concept of Ibu Tintin SMEs can be seen in Table 5

Tabel 5 Concept Packaging Abon Banana Heart Mother SMEs Tintin

No.	Packaging elements	Description
1	Graphics or designs	Layout and combination of colors, fonts, and images used must be adapted to the upper middle class.
2	information	Information that should be included on the packaging which brand / product logos, product names, logos Halal, PIRT code, product type, product net weight (net), material composition, nutritional value, expiration date, address and description of the manufacturer (DG HPI, 2007) as well as information about social media account Abon Jantung Pisang Ibu Tintin SMEs
3	type of material	The type of material used must meet the standards and quality of food packaging, because the upper middle class so concerned about the quality of products and packaging. The type of packaging material used is metal paper, which has a high quality and can maintain the quality of food products.
4	Size and shape	The size of the packaging used for the net weight of 100 grams is packing stand with dimensions of 10 cm x 20 cm.

The design of product packaging concept Abon Jantung Pisang formulated based on the results of inputs Rumah Kemasan and benchmarking results conducted on the product Abon Dapur Sehati and regulations on packaging published by Directorate General Small and Medium Industries in 2007. In this study, an overview Abon Jantung Pisang product packaging improvements. Picture improved packaging, can be seen in Figure 5.



Figure 5 packaging Banana Heart Shredded Front and Back

### 3.3 Implementation Phase

In Figure 6 can be viewed guides the implementation of marketing communication which has been designed after determining the communication program that will be implemented as packaging, Facebook and Twitter.

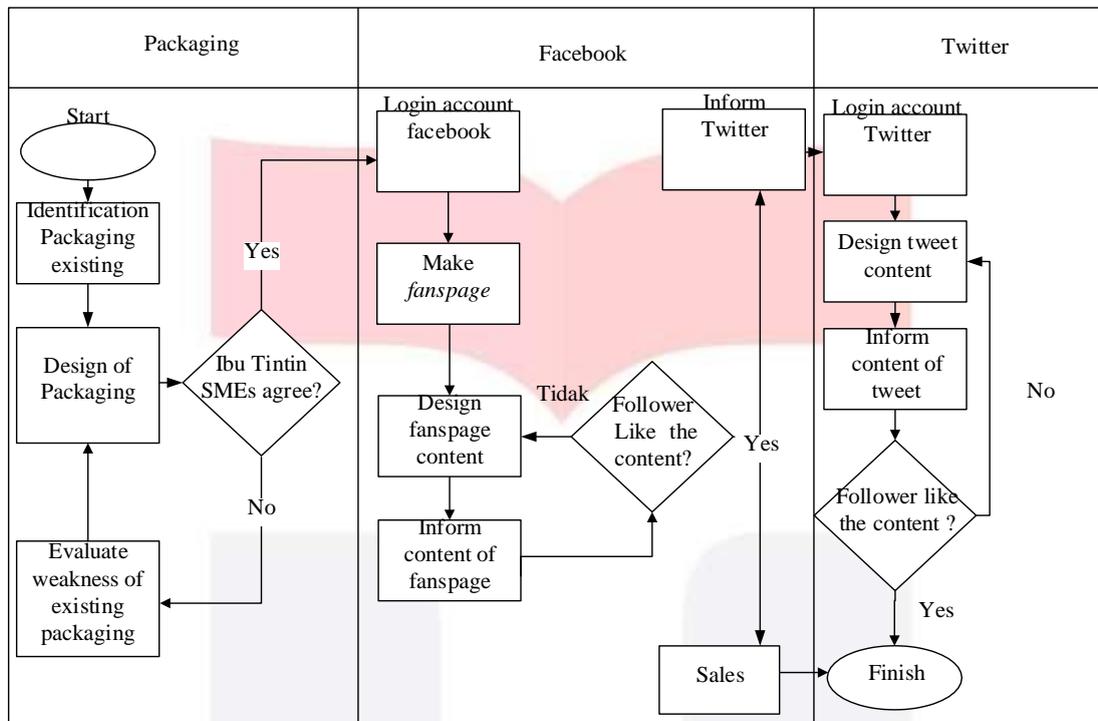


Figure 6 Stages of Implementation of Marketing Communications

### 4. Conclusion

Ibu Tintin SMEs is one of the SMEs in Bandung who want to expand the market, but have less resources and marketing communications only by word of mouth, exhibition and simple packaging. Based on the results of benchmarking practices of marketing communications that can be performed product Abon Jantung Pisang are internet marketing by using Facebook, Twitter and perform design packaging design. Several stages of implementation that can be carried out by Ibu Tintin SMEs in popularity is the first priority is to design packaging, then the second is to market products Abon Jantung Pisang through Facebook and the last is to promote products through Twitter.

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